



Optimizing Your Web site 101.2:

Motivating your supporters to take initial actions

Dimitri Lundquist and Misty McLaughlin



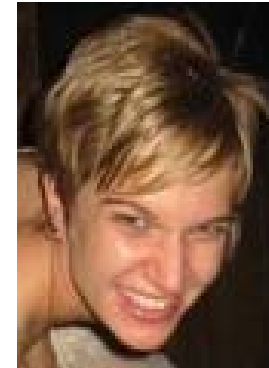
About the presenters



Dimitri Lundquist

Interactive Specialist

- 4 years experience in web development and user experience design.
- M.S. in Information Architecture and Usability from U.T. Austin
- Client list includes Easter Seals, Defenders of Wildlife, Autism Society of America, and American Kidney Fund



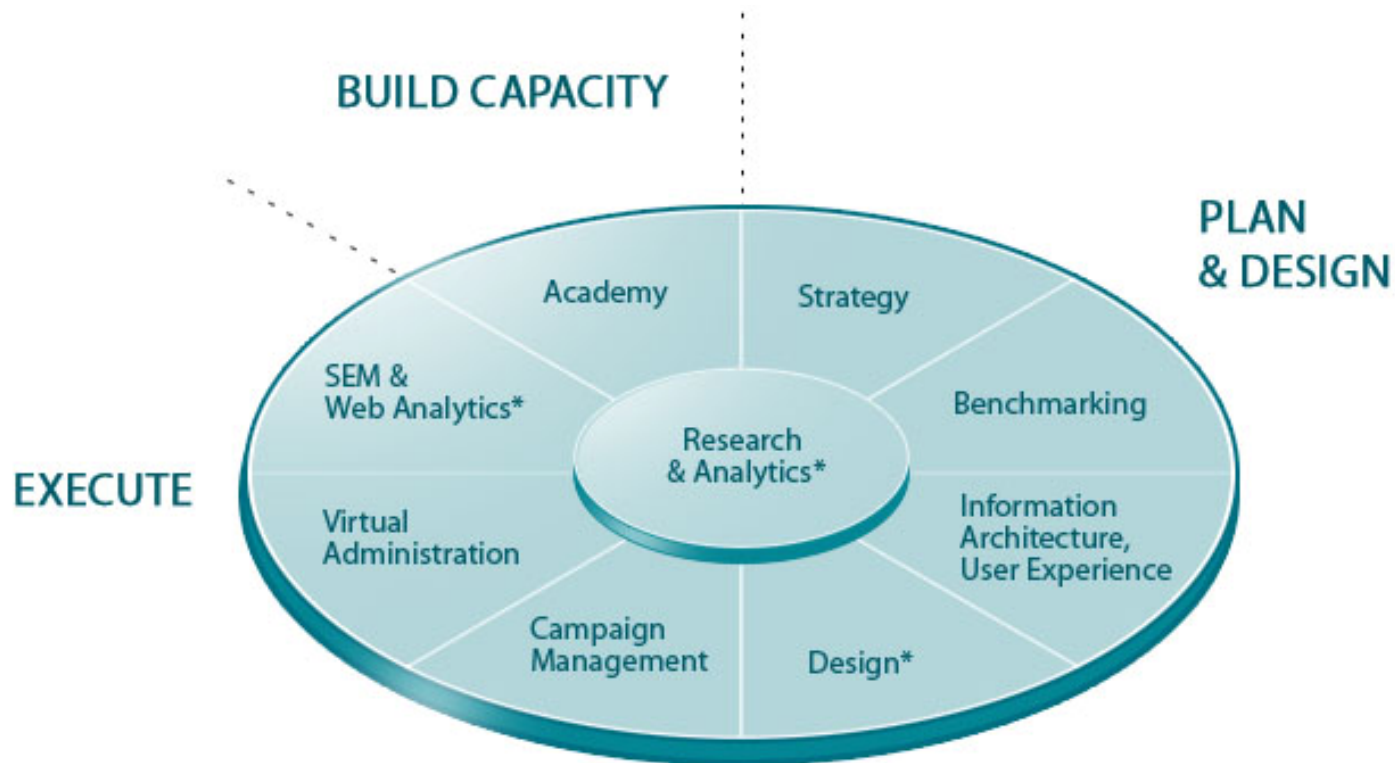
Misty McLaughlin

User Experience Team Lead

- Expertise in Internet strategy & marketing, user experience consulting, information architecture
- Clients include: American Red Cross National, American Cancer Society, Easter Seals, Autism Society of America, Jewish National Fund
- M.S. in Information Architecture

About Convio's Client Success Services

50+ person agency within Convio to provide clients with the strategy, interactive services and online marketing best practices to achieve ongoing success



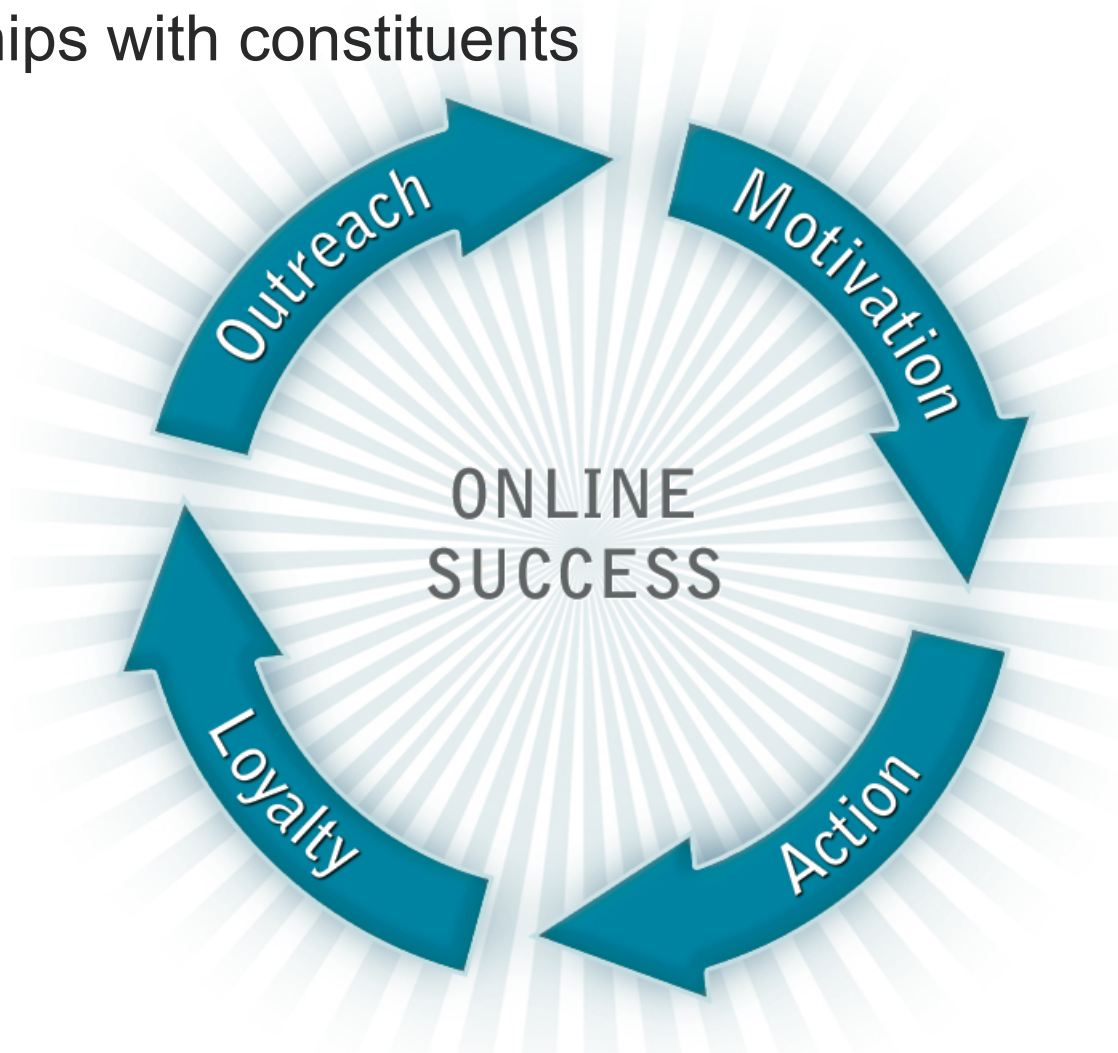
* Utilize specialized partners

Webinar 101 Two-Part Series

- *Optimizing Your Web site 101* is focused on design and techniques for your Web site – getting visitors in and getting them to stay
- *Effective Online Marketing 101* is focused on outbound marketing techniques and campaigns – drawing visitors in through targeted communications

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Relationship Building Framework: eCRM

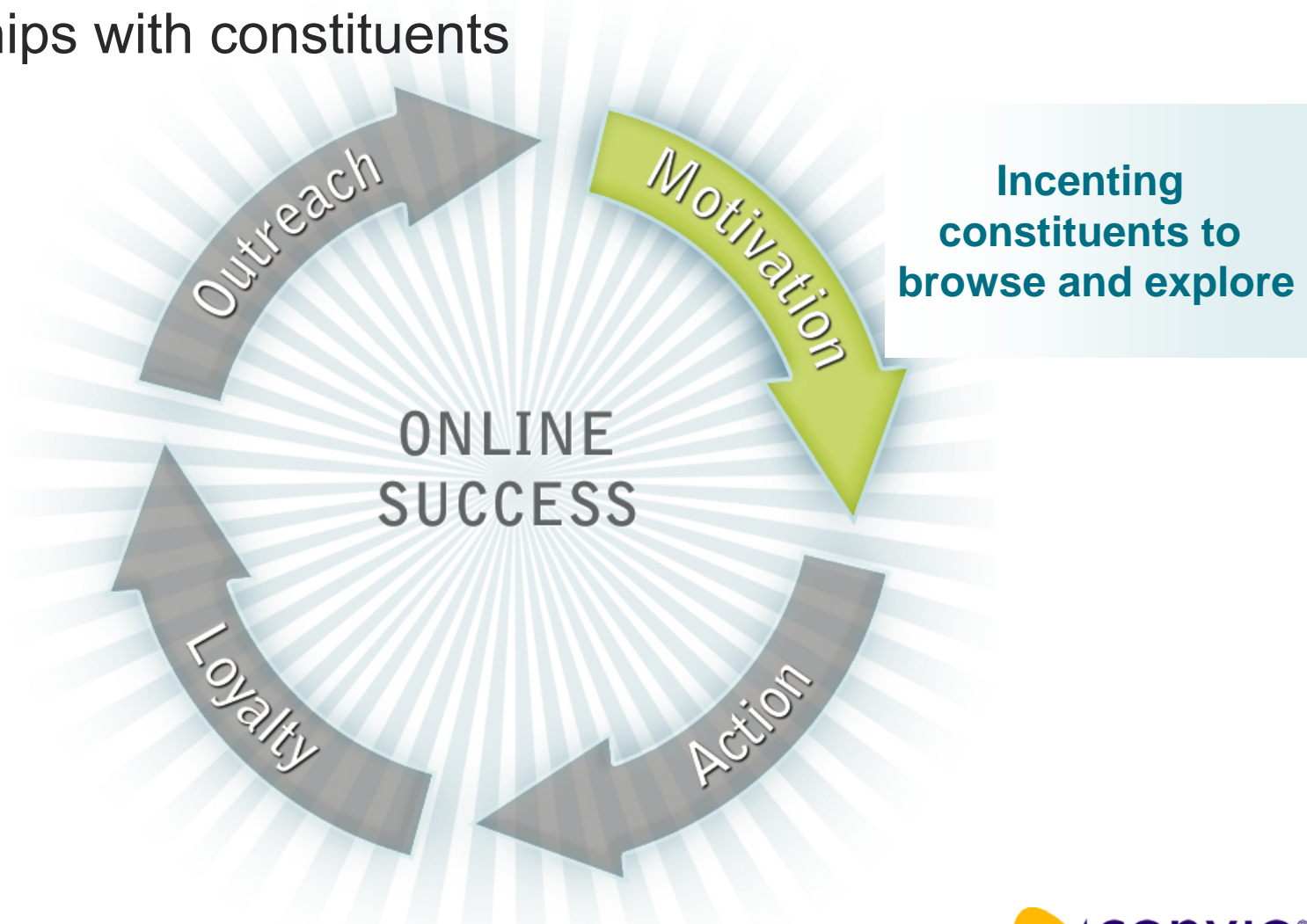
eCRM is the practice of using the Internet to build life-long relationships with constituents

Strategically
drawing traffic
into your site



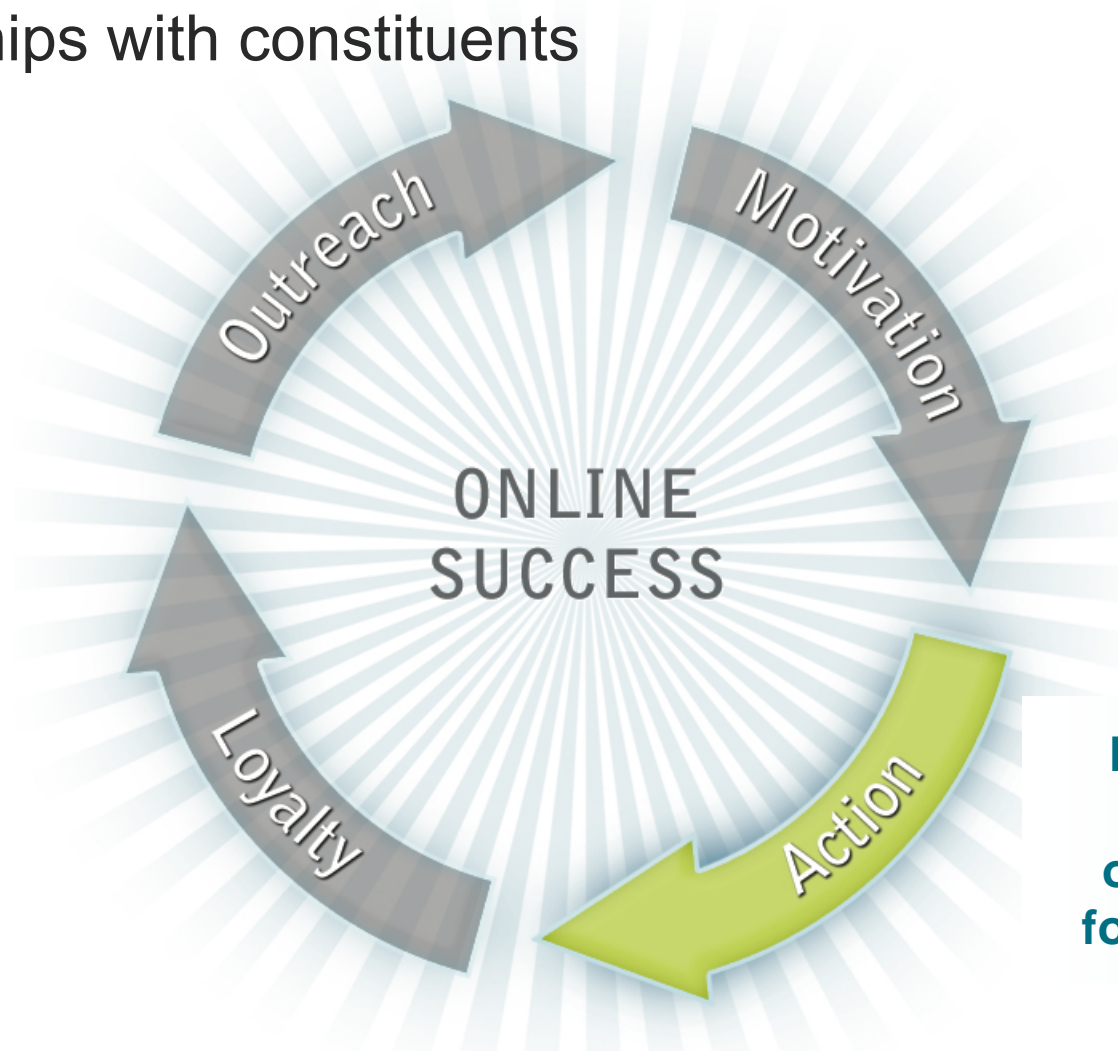
Relationship Building Framework: eCRM

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Relationship Building Framework: eCRM

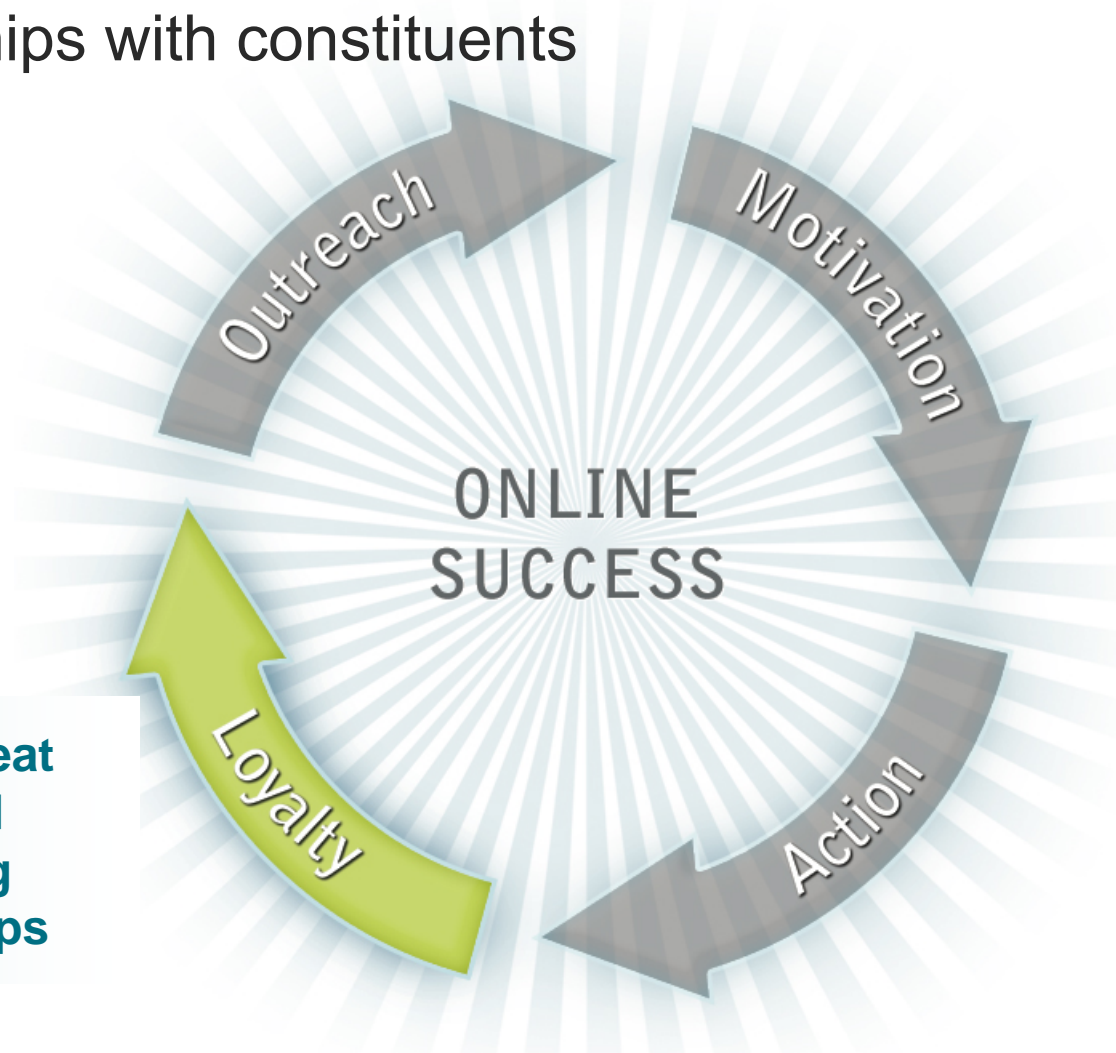
eCRM is the practice of using the Internet to build life-long relationships with constituents



Encouraging
interactive
opportunities
for engagement

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Driving repeat visits and advancing relationships

Today's Objectives: Motivation

At the end of today's session, you should feel empowered to:

1. Understand the web analytics landscape and **set up** a web analytics package (if you aren't already using one).
2. Use the introductory toolkit of analytics metrics presented here to better **understand** what your visitors are doing on your site.
3. **Take action**, using the insight you gain from examining these metrics and developing your own.



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Some Myths About Web Analytics

- Myth #1. Analytics tell us why our (inscrutable) constituents do what they do.
- Myth #2. Accuracy is what we're shooting for.
- Myth #3. Traffic data is all numbers - hard quantitative stats, my friends.

Two Web Analytics Models

- Web Log Analysis
 - ▶ Works by reading the requests made to the server each time a page on your site is loaded.
- Page Tagging
 - ▶ Works by reading a snippet of code embedded directly onto your web pages.
- These different methods will render slightly different numbers.
 - ▶ This is to be expected, so don't panic when you see this.
 - ▶ Likewise, be sure that if you're moving to a new analytics packages, you remember to account for these differences.

Advantages of Web Log Analysis

- 1) If you're fully hosted on Convio, you already have AWStats.
 - For those of you just getting into web analytics, this is probably the biggest plus.
 - Just go to: *Data Management* → *Reports* → *Site Management Reports* → *Web Usage Reports*.
- 2) You don't have to configure anything on your site.
 - I'm going to show you in a moment how easy it is to get started using Google Analytics, but if you want to start taking a look at some site metrics immediately, this is a great place to start.

Disadvantages of Web Log Analysis

- Very basic reporting
 - ▶ Lacks the ability to “dig deep” into the data.

- Inflexible data collection
 - ▶ You’ll only see what the server records, no exceptions.

Advantages of Page Tagging

- Robust reporting functionality.
- Customizable data collection
 - ▶ Attach prices and names to items
 - ▶ Track events within a page
- And finally, because everyone else is doing it!
 - ▶ Almost all of the innovation happening in web analytics today is happening with companies who employ a page tagging model for data collection.
 - ▶ Using a page tagging package means you'll have access to all of that great innovation.

Page Tagging Examples

- Coremetrics
- WebTrends
- Omniture
- Google Analytics

Sign up for a Google Analytics Account

Create an Account

Your Google Account gives you access to Google Analytics and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password: [Password strength:](#)
Minimum of 8 characters in length.

Re-enter password:

Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

Get started with Google Analytics

Word Verification: Type the characters you see in the picture below.



&

Letters are not case-sensitive

View the Google [Terms of Service](#), Analytics [Terms of Service](#) & [Privacy Policy](#).
You must accept the Terms of Service to create a Google account.

The Waiting Game

- Google Analytics doesn't start tracking until your account is activated and the code snippet is placed on your web pages.
- This means you may have to wait to dig into some of the really exciting stuff for at least a couple of weeks, while your profile is collecting data.
- However, you can get started on the next step, which is defining your goals, right away.

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First: Define Your Goals

- Before you can measure your site's success, you need to articulate what online success means for your organization.
- The next step is to translate these articulated goals into tangible actions on your site.
 - ▶ Fundraising → Donation form thank you pages
 - ▶ Housefile building → Registration survey landing page

What questions can Web analytics answer?

- **How are people getting to your site?**
 - ▶ Referrers, where people enter the site, what are people searching for
- **Who's coming to the site?**
 - ▶ Language, returning versus new visitors, geographic location
- **In what browsing context are users interacting with the site?**
 - ▶ Platform, browser, screen resolution, Internet connection, technologies (e.g. Flash & Java)
- **What are they doing when they get there?**
 - ▶ Length of time on site, on specific pages, recency of visit, depth of visit, top landing pages, top exit pages, site searches

Traffic Sources

- What Are They?
 - ▶ Sources that send site visitors to your site
- What Do They Indicate?
 - ▶ How people are getting to your site
 - ▶ Whether or not your investments are paying off
- Two types of sources to look at
 - ▶ Referrers – sites that link to yours
 - ▶ Search Phrases – the search terms people use to find your site
- Key Metrics:
 - ▶ Bounce Rate
 - ▶ Goal Conversion

Bounce Rates

- What Are They?
 - ▶ The percentage of visits where the visitor enters and exits at the same page without visiting any other pages on the site in between.

- What Do They Indicate?
 - ▶ Referrers which are “selling your site short”
 - ▶ Problematic landing pages.

Bounce Rate per Keyword

Keywords

Jun 1, 2008 - Jun 28, 2008
Comparing to: Site (?)

Export | Email | Add to Dashboard



Search sent 29,239 total visits via 2,544 keywords

Show: total | paid | non-paid | Segment: Keyword

Site Usage	Goal Conversion	Ecommerce	Views: [Grid] [Pie] [List] [Map]			
Visits 29,239 % of Site Total: 67.98%	Pages/Visit 7.56 Site Avg: 8.38 (-9.81%)	Avg. Time on Site 00:02:08 Site Avg: 00:02:38 (-18.95%)	% New Visits 87.51% Site Avg: 79.54% (10.03%)	Bounce Rate 5.90% Site Avg: 5.53% (6.68%)		
Keyword	Visits	Individual Keyword:	Bounce Rate	compared to site average		
1. animal adoption	4,373			-21.89%		
2. pet	1,286			-29.73%		
3. wildlife	1,071			-42.63%		
4. adoption animals	1,001			-27.78%		
5. turtle	984		35.91%			
6. wolf	945		16.66%			
7. penguin	723		4.98%			
8. pups	714			-3.82%		
9. panda	683		37.59%			
10. tiger	597		81.63%			
Find Keyword: containing	<input type="text"/>	Go	Go to: 1	Show rows: 10	1 - 10 of 2,544	

Landing Pages

- What Are They?
 - ▶ The pages that are most often the first page site visitors reach
- What Do They Indicate?
 - ▶ By knowing the top landing pages, you know what pages to concentrate on to entice visitors to stay on your site.
- Key Metrics:
 - ▶ Bounce Rate
 - ▶ Next Steps

Bounce Rate per Landing Page

Top Landing Pages

Jun 1, 2008 - Jun 28, 2008

Comparing to: Site ?

Export | Email | Add to Dashboard

Graph by: Day | Week | Month | Entrances



43,012 visits entered the site through 13,621 URLs

Landing Pages

Views: [Grid] [List] [Table] [Full Screen]

Entrances		Bounces		Bounce Rate	
43,012		2,380		5.53%	
% of Site Total: 100.00%		% of Site Total: 100.00%		Site Avg: 5.53% (0.00%)	
URL	Entrances	Individual URL:	Bounce Rate	compared to site average	
1. /site/Ecommerce?store_id=5381&VIEW_HOMEPAGE=true&FOLDER=0&TYPE=&NAME=&	8,314			-28.70%	
2. /site/SPageServer?pagename=wildadopt_graywolf&s_src=WJY08WDADOPT&s_subsrc	3,458			-14.81%	
3. /site/SPageServer?pagename=wildadopt_penguin&s_src=WJY08WDADOPT&s_subsrc	1,597			-8.34%	
4. /site/SPageServer?pagename=wildadopt_tiger&s_src=WJY08WDADOPT&s_subsrc=WJ	1,394		37.42%	28.29%	
5. /site/SPageServer?pagename=wildadopt_panda&s_src=WJY08WDADOPT&s_subsrc=V	1,347		22.09%	-11.64%	
6. /site/SPageServer?pagename=wildadopt_seaturtle&s_src=WJY08WDADOPT&s_subsrc	1,296		28.29%	-63.60%	
7. /site/SPageServer?pagename=wildadopt_graywolf&s_src=WJY08WDADOPT&s_subsrc	859			-11.84%	
8. /site/Ecommerce?store_id=5381&VIEW_HOMEPAGE=true&FOLDER=0&TYPE=&NAME=&	695			-24.38%	
9. /site/SPageServer?pagename=wildadopt_polarbear&s_src=WJY08WDADOPT&s_subsrc	533				
10. /site/SPageServer?pagename=wildadopt_dolphin&s_src=WJY08WDADOPT&s_subsrc	478				

Find URL: containing [] Go

Go to: 1 Show rows: 10 1 - 10 of 13,621

Landing Page Entrance Paths

Entrance Paths:

/site/Ecommerce?store_id=5381&VIEW_HOME PAGE=true&FOLDER=0&TYPE=&NAME=&s_src=WJY08WDADOPT&s_subsrc=WJY0

Export | Email | Add to Dashboard

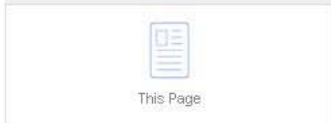
Jun 1, 2008 - Jun 28, 2008
Comparing to: Site ?



This page was viewed 10,863 times

Visit this page | Analyze: Entrance Paths | Content: /site/Ecommerce?store_id=5:

Started here



Then viewed these pages:

Content	Visits	% visits
/funnel/Ecommerce/2008 - Current Adoption Center/home	6,413	82.58%
/funnel/Ecommerce/WJY08WDADOPT; 2008 - Current Adoption Cente	1,227	15.80%
/site/Ecommerce?store_id=5381&VIEW_CATALOG=true&FOLDER=0.	47	0.61%
/site/Ecommerce?store_id=5381&VIEW_HOME PAGE=true&FOLDER=	30	0.39%
/site/Ecommerce?store_id=5381&VIEW_CATALOG=true&FOLDER=1	11	0.14%
/site/SPageServer?pagename=wildadopt_graywolf	8	0.10%
/site/Ecommerce?store_id=5381&VIEW_CATALOG=true&FOLDER=1	7	0.09%
/site/SPageServer?pagename=wildadopt_penguin	4	0.05%
/site/Ecommerce?store_id=5381&VIEW_DEFAULT=true&FOLDER=0/	3	0.04%
/site/Ecommerce?store_id=5381&VIEW_CATALOG=true&FOLDER=1	2	0.03%

Show rows: 10 | 1 - 10 of 22

And ended up here:

Content	Visits	% visits
/funnel/Ecommerce/2008 - Current Adoption Center/home	5,240	81.71%
/funnel/Ecommerce/2008 - Current Adoption Center/catalog	432	6.74%
/funnel/Ecommerce/2008 - Current Adoption Center/product_detail	137	2.14%
/site/Ecommerce?store_id=5381&VIEW_HOME PAGE=true&FOLDER=0&T)	99	1.54%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/graywolf	45	0.70%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/penguin	41	0.64%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/panda	40	0.62%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/polarbear	32	0.50%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/dolphin	24	0.37%
/funnel/Ecommerce/2008 - Current Adoption Center/animal/seaturtle	21	0.33%

Show rows: 10 | 1 - 10 of 65

Goals and Funnels

- Funnels are a way to track a specified path to a goal within a site, such as ecommerce or donation flows.
- Things you can learn with Funnels:
 - ▶ Conversion rates.
 - ▶ Trouble pages with high abandonment rates
 - ▶ Top pages to which users click outside of the funnel
- We won't cover Funnel configuration today, but if you want more information, check out [Convio's](#) and [Google's](#) online help documentation.

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Core Metrics

- The essence of web analytics.
- We've talked about a few key metrics already
 - ▶ Bounce rate per referrer
 - ▶ Conversions per search phrase
- Here's another one
 - ▶ Outcomes by all traffic sources (courtesy of Avinash Kaushik's excellent web analytics blog, [Occam's Razor](#))

Goals per Origin

All Traffic Sources

Jun 1, 2008 - Jun 28, 2008
Comparing to: Site ?

Export | Email | Add to Dashboard



All traffic sources sent 41,069 visits via 1,099 sources and mediums

Show: **Source Medium**

Site Usage | **Goal Conversion** | Ecommerce

Views: [Grid] [Print] [List] [Full Screen]

Visits 41,069 % of Site Total: 100.00%	Goal1: Checkout to Completion 4.15% Site Avg: 4.15% (0.00%)	Goal2: Home Page to Completion 4.15% Site Avg: 4.15% (0.00%)	Goal3: Any Pagebuilder to Completion 4.15% Site Avg: 4.15% (0.00%)	Goal4: Checkout to Completion (wo update address) 4.15% Site Avg: 4.15% (0.00%)	Goal Conversion Rate 16.62% Site Avg: 16.62% (0.00%)	Per Visit Goal Value \$0.00 Site Avg: \$0.00 (0.00%)
--------------------------------------------------------	--------------------------------------------------------------------------	---------------------------------------------------------------------------	---------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------	-------------------------------------------------------------------	-------------------------------------------------------------------

Source/Medium	Visits	Individual Source/Medium: Checkout to Completion compared to site average
1. google / cpc	22,269	-69.30%
2. (direct) / (none)	5,647	146.83%
3. google / organic	4,450	-2.08%
4. kidsplanet.org / referral	1,748	-88.98%
5. mail.google.com / referral	580	290.15%
6. yahoo / organic	569	14.23%
7. webmail.aol.com / referral	269	204.27%
8. defenders.org / referral	194	-62.77%
9. aol / organic	192	75.53%
10. us.mq2.mail.yahoo.com / referral	192	150.76%

Find Source/Medium: containing [] Go

Go to: 1 Show rows: 10 1 - 10 of 1,099

Develop Core Metrics

- After outlining your site's goals...
- And gaining familiarity with your analytics reporting tool...
- The next step is to develop a set of core metrics which can then serve as a proxy for the health of your web site.
- Feel free to start with the metrics listed here
 - ▶ There are a lot of metrics out there; explore!
 - ▶ You'll discover the ones that work for you with time and tinkering.

Compare Your Metrics Across Time

- Remember, analytics is less about hard numbers and more about directionality.
- In particular, you can begin to look at how factors external to the website affect your conversion goals
 - ▶ Email campaigns
 - ▶ Giving seasons
 - ▶ Offline campaigns
 - ▶ Current events
- Lather, rinse, and repeat.

Finally, the Punchline:

- **Act** on the knowledge you gain from observing your core metrics
- Once you've been through the iterative process enough times of observing and refining the metrics unique to your web site, and measuring them across time, you can be confident that the decisions you make about your website will be made in a data driven.

Summary of Your Homework and Next Steps

- Understand the web analytics landscape
 - ▶ Take a look at AWStats
 - ▶ If you don't have an analytics package already installed, set up Google Analytics on your site
- Explore some of the reporting metrics presented today
 - ▶ Conversions per search phrase.
 - ▶ Bounce rates per referrer.
 - ▶ Bounce rates per landing page.
 - ▶ Landing page entrance paths.
 - ▶ Outcomes by all traffic sources.
- Develop your own core metrics
 - ▶ Compare your metrics across time.
 - ▶ Use your metrics to drive key business and design decisions.